

Frequently Asked Questions: COVID-19 Community-Based Outreach Campaign

1. What is the California COVID-19 Community-Based Outreach Campaign?

The California COVID-19 Community-Based Outreach Campaign is a collaboration currently involving two State-funded projects and a public-private partnership:

- The Workplace Outreach Project administered by the California Labor and Workforce Development Agency (LWDA)
- The Community Health Project administered by the California Department of Social Services (CDSS)
- “Together Toward Health”, a collaboration of the Public Health Institute (PHI) and a group of philanthropic funders administered in coordination with CDSS

These projects ensure that information about COVID-19, the vaccine, workers’ rights, and crucial resources, including public benefits, reaches California’s most disproportionately impacted populations via trusted community partners.

STATE FUNDED PROGRAMS

2. What are the Workplace and Community Health Outreach Projects funded by LWDA and CDSS?

LWDA and CDSS are administering funding, as authorized by Senate Bill 115 (SB 115), to support public awareness and community outreach to mitigate the health impacts of COVID-19 on disproportionately impacted populations and communities. The funds are being used to support outreach via trusted messengers (i.e. community based organizations) to disproportionately impacted populations, including workers in higher-risk industries for transmission of COVID, and will prioritize interactive engagements designed to connect individuals with information and resources related to the COVID-19 vaccine, public health guidance, workers’ rights, and other State resources, including the public safety net.

Community-based organizations selected to participate will be awarded funding to conduct outreach over a period of 6 months, February/March – July/August, depending on their funder.

The LWDA project covers regions where higher-risk industries are concentrated. This project is administered by The Center at Sierra Health Foundation (“The Center”).

The CDSS project is statewide. This project is administered by The Center in all counties except Los Angeles, Orange, and Ventura Counties. The California Community Foundation is the administrator for CDSS funds distributed in Los Angeles, Orange, and Ventura Counties.

3. What is the focus of each of the Workplace and Community Health Outreach projects? How are they different?

While both the LWDA and CDSS projects focus on disproportionately impacted communities, they differ as follows:

Workplace Outreach Project: The project administered through LWDA (California COVID-19 Workplace Outreach Project) funds organizations to conduct outreach and educate workers and employers in higher-risk industries on how to prevent the spread of COVID-19 in the workplace. Funded organizations must target workers and employers in industries that present higher-risk for COVID-19 transmission in the workplace, which includes the following industries:

- Agriculture
- Food Processing
- Food Service
- Janitorial
- Warehouse/Logistics
- Manufacturing

Community Health Project: The project administered through CDSS (California COVID-19 Community Health Project) funds organizations to conduct outreach and educate communities disproportionately impacted by COVID-19. The funds support outreach to disproportionately impacted populations which include:

- Asian American
- Black/African American
- Indian/Native American and Tribal
- Latinx (Latino/a)
- Middle Eastern and North African
- Native Hawaiian/Pacific Islanders
- LGBTQ+
- People with disabilities and deaf and hard of hearing populations
- Older adults (people aged 65 and older)
- People with limited English proficiency
- People experiencing homelessness
- People living in multi-generational households

4. What is the role of The Center at Sierra Health Foundation (The Center) and the California Community Foundation (CCF) in the Workplace and Community Health Outreach projects?

The Center is administering the project and contracting with community-based organizations (CBOs) on behalf of LWDA, focusing on regions with a higher concentration of higher-risk industries for transmission of COVID-19. The Center is administering the project on behalf of CDSS in all counties except Los Angeles, Orange, and Ventura Counties. CCF is the administrator for CDSS funds distributed in Los Angeles, Orange, and Ventura Counties. Both The Center and CCF are partnering with the funded CBOs to ensure effective outreach and to provide on-going training and technical assistance.

5. What are the goals of the Workplace and Community Health Outreach projects?

The goals of the Workplace and Community Health Outreach projects are to reach one million individuals in disproportionately impacted communities and target industries through high quality engagements aimed at:

- Educating and increasing an individual's knowledge about how to prevent the spread and mitigate the harm of COVID-19 and vaccine efficacy and availability
- Changing an individual's attitudes and perceptions about COVID-19 and the vaccine
- Changing an individual's commitment to employing harm reduction practices and behaviors
- Building an individual's awareness and understanding of workplace safety laws, paid sick leave rights, and other COVID-19 related labor laws to slow the spread of COVID-19 in workplaces
- Providing referrals and information about services that enable individuals to get vaccinated, seek assistance with enforcement of and compliance with COVID-19 worker protections, and seek assistance with other key resources, including public benefits

6. How is funding for the Workplace and Community Health Outreach projects distributed throughout the State?

Community Health Outreach Project

Regional Allocations

Regional allocations were determined in partnership with the California Department of Public Health relying on a methodology that accounts for population size and equity.

Outreach Priority

Within each region and county, CBOs will focus outreach on reaching workers and employers in higher-risk industries and will take into account census tracts experiencing the most COVID burden and with concentrations of disproportionately impacted populations

according to the Healthy Places Index and other equity metrics, including the Census Hard to Count index.

Workplace Outreach Project

Regional Allocations

Regional allocations were determined using a methodology informed primarily by the distribution of higher-risk worker populations. Each region received funding according to the proportion of the state's total higher-risk workforce, as defined by the priority higher-risk industries, residing in that region.

Outreach Priority

Within each region and county, CBOs will focus outreach in census tracts experiencing the most COVID burden and with concentrations of disproportionately impacted populations according to the Healthy Places Index and other equity metrics, including the Census Hard to Count index.

7. What type of outreach will the CBOs conduct?

Outreach activities deemed to result in **high quality engagement** are the priority of the projects. High quality engagements are defined as interactive outreach that includes phone banking, door-to-door canvassing, distributing information at community events, and group training or events. Organizations will also be supported in conducting one-way activities such as sending mailers, email blasts, and social media posts. All activities should be conducted in accordance with federal, State, and local public health guidelines related to COVID-19.

8. What was the process for selecting CBOs for the Workplace and Community Health Outreach projects?

CBOs were invited to apply for and awarded funding based on several criteria, including:

- Satisfactory Section **501(c)(3), 501(c)(4) or 501(c)(5) status;**
- **Experience conducting outreach** to one or more of the identified communities;
- **Contracting experience:** Have been a primary contractor or subcontractor with the State, local government, or The Center or CCF – organizations with Census experience were prioritized because of the similarities in outreach programs as well as the successes the Census outreach effort yielded;
- **Past performance:** satisfactory performance on obligations related to previous contracts;
- **Need,** including COVID-19 rates and vulnerability by population and geography, capacity of other organizations within the same region;

- **Organizational and operational capacity** including ability to conduct outreach in the primary language of the target population; appropriate staffing; operational budget

9. Who should I contact if my organization was not invited to apply but I am interested in partnering with the State to conduct outreach?

If additional funds become available, the State may consider expanding the list of partners to ensure that community needs are met throughout the State. If you are interested in being considered, please visit <https://www.surveymonkey.com/r/9JRXZLK> to complete a brief survey indicating your interest and capacity.

Completing the survey does not guarantee that any organization will be awarded funding.

10. What organizations will conduct Workplace and Community Health Outreach projects?

The current list of organizations awarded contracts can be found at the Center at Sierra Health Foundation website:

[CDSS - California COVID Community Health Project](#)

[LWDA - California COVID Workplace Outreach Project](#)

This list will be updated if additional funds are awarded.

PUBLIC-PRIVATE PARTNERSHIP

11. What is the PHI “Together Toward Health” project?

Together Toward Health (TTH) is a statewide initiative to address the spread of COVID-19 and strengthen health and resilience in California’s most impacted communities. The Public Health Institute is coordinating Together Toward Health to connect with community-based organizations to expand community outreach and workforce development. Together Toward Health is a joint initiative administered by PHI and created and funded through major philanthropic organizations. The overall fund has reached \$27.9 million and fund development is ongoing.

Together Toward Health aims to help reduce COVID-19 rates in these communities in the short term and build economic resilience and opportunity in the long term. TTH is partnering with local health departments and community-based groups who are familiar with COVID-19 challenges in their communities to enhance and broaden efforts to improve the health of everyone in the county. This includes engaging community members and

organizations in workforce opportunities to support the public health infrastructure, and providing trusted, relevant and accurate health education and outreach on COVID-19 and vaccines within their communities. The program will build on existing public awareness and information sharing efforts and the grantees will be able to tailor messaging that addresses the different needs of specific communities, including areas where critical businesses and industries, such as agriculture, employ workers who are at heightened risk for COVID-19.

12. What are the funding criteria of Together Toward Health?

The pooled fund was established around a set of guiding principles agreed upon by all the participating funders. The broad set of goals include funding CBOs doing outreach, education, messaging, helping to find diverse community members for related employment opportunities (contact tracers), and workforce support services for community members working on COVID. Additionally, the Together Toward Health team worked closely with local health departments to identify the CBOs awarded funding.

The [Healthy Places Index](#) was utilized to identify a set of local health jurisdictions with immediate high priority needs for the first phase of outreach. The data included COVID-19 cases and case rates, demographic disparities in COVID-19 case rates, and measures related to the impact of community conditions linked to health and resilience. This resulted in 27 local health jurisdictions being prioritized to work in, with others being added on a rolling basis. TTH worked through local health departments to understand their plans and goals related to equity metrics and CBOs that they are already working with or wanted to include, and also referenced a list of select CBOs provided by the funder group to ensure equitable outreach and engagement.

13. Which CBOs have been funded by the PHI “Together Toward Health” project?

The outreach and funding are ongoing. To see the most recent list, please visit: [Together Toward Health](#).